Lean UX Canvas

Title: **Editor Notifications**

Date: *05012023*

Iteration: N/a

Business Problem

What business have you identified that needs help?

- Ensuring they're **consistent and meet high standards** of quality in Veteran-centered user experience and technical approach.
- Keeping those products and services **available, stable, and secure**.

6102 directive compliance

- Content areas are NOT 6102 compliant
- Content refreshes should be more than a republish
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PDF Handb...

Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

- Outdated content email notifications

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Business Outcomes
(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

- More frequent and authentic content refreshes
- Reduction in broken/inaccurate links
- Veteran utilization?

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Users & Customers

What types of users and customers should you focus on first?

- VAMC editors
- Vet Center Editors
- Benefit hubs Editors
- Veterans

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User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

- Veterans have access to most accurate information
- Editors increase creativity in keeping content fresh

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Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

- **HMW** integrate VA directive 6102 into the existing editor workflow, to best ensure compliance and remove barriers of utilization?

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What's the most important thing we need to learn first?

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

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What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

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